

**From:** [Jeff Zarrinam](#)  
**To:** [nyla@discoverhollywood.com](mailto:nyla@discoverhollywood.com)  
**Cc:** [Chris Laib](#); [Standolyn Robertson](#); [Marta Alcumbrac](#); [Julia Duncan - Councilmember David Ryu CD4 Office](#) ([julia.duncan@lacity.org](mailto:julia.duncan@lacity.org)); [Gubler, Leron](#); [Shahenian, Nicole](#); [Adam Miller](#); [Aram Taslagyan](#)  
**Subject:** RE: LFIA  
**Date:** Monday, September 26, 2016 8:53:35 PM  
**Attachments:** [EHBID - Revised Concept Plan - EHLFHC Outreach Discussion Plan for Vermont Triangle Median 9-14-2016 09142016.pdf](#)  
[EHBID - Revised Concept Plan Photos- EHLFHC Outreach Discussion Plan for Vermont Triangle Median 9-14-2016 09142016.pdf](#)

---

Hi Nyla  
Have fun in Armenia!

Chris  
Attached are the EHLFHC concept plans which were discussed earlier.

I'm still working on plotting the large planter pots plan idea ( about 10 ) to be placed in the horseshoe and recommended by the LFBID.

In my summary earlier, I neglected to mention another idea ( I believe this one was also mentioned at the last LFBID board meeting ) which was to build 2 additional matching retaining walls and connect the existing retaining walls together on the southern and northern sides and fill in the horseshoe with dirt and plants. The existing crosswalks and crosswalk landings would remain and the level of the landscaped area (including the horseshoe area ) would be raised up about 2-3 feet. This plan would eliminate the walk way in the center of the Triangle.

Vaya con Dios,

Jeff Zarrinam, C.H.A.  
President & CEO

1160 North Vermont Avenue, Hollywood, CA 90029

323-315-1831

323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

[jeff@hollywoodhotel.net](mailto:jeff@hollywoodhotel.net)

Web [www.hollywoodhotel.net](http://www.hollywoodhotel.net)

**E-MAIL CONFIDENTIALITY NOTICE:**

Hollywood Hotel – The Hotel of Hollywood® is a registered trademark of Chateau Celeste Inc., a California corporation, and is used under authorized license to Zarco Hotels Inc., a California corporation. All rights reserved worldwide. The contents of this e-mail message and any attachments are intended solely for the addressee(s) and may contain confidential and/or legally privileged information. If you are not the intended recipient of this message or if this message has been addressed to you in error, please immediately alert the sender by reply e-mail and then delete this message and any attachments. If you are not the intended recipient, you are notified that any use, dissemination, distribution, copying, or storage of this message or any attachment is strictly prohibited. Please

consider the environment before printing this e-mail.

-----Original Message-----

From: nyla@discoverhollywood.com [<mailto:nyla@discoverhollywood.com>]

Sent: Sunday, September 25, 2016 11:34 AM

To: Jeff Zarrinnam

Cc: Chris Laib; Standolyn Robertson; Marta Alcumbrac; Julia Duncan - Councilmember David Ryu CD4 Office ([julia.duncan@lacity.org](mailto:julia.duncan@lacity.org)); Gubler, Leron; Shahenian, Nicole; Adam Miller; Aram Taslagyan

Subject: RE: LFIA

Jeff,

Thanks for your comprehensive report on the status of your community outreach. The Vermont Triangle and the proposal presented by EHLFHC will be on our board meeting agenda. I'm sorry that I am in Armenia and won't be at the meeting. Thanks for all you are doing to find a resolution.

Best regards,

Nyla

-----Original Message-----

From: "Jeff Zarrinnam" <[Jeff@Hollywoodhotel.net](mailto:Jeff@Hollywoodhotel.net)>

Sent: Friday, September 23, 2016 3:03pm

To: "Chris Laib" <[chris@chrislaib.com](mailto:chris@chrislaib.com)>

Cc: "Nyla Arslanian" <[nyla@discoverhollywood.com](mailto:nyla@discoverhollywood.com)>, "Standolyn Robertson" <[standolyn@thingsinplace.com](mailto:standolyn@thingsinplace.com)>, "Marta Alcumbrac" <[malcumbrac@sbcglobal.net](mailto:malcumbrac@sbcglobal.net)>, "Julia Duncan - Councilmember David Ryu CD4 Office" <[julia.duncan@lacity.org](mailto:julia.duncan@lacity.org)>, "Gubler, Leron" <[Leron@hollywoodchamber.net](mailto:Leron@hollywoodchamber.net)>, "Shahenian, Nicole" <[Nicole@hollywoodchamber.net](mailto:Nicole@hollywoodchamber.net)>, "Jeff Zarrinnam" <[Jeff@Hollywoodhotel.net](mailto:Jeff@Hollywoodhotel.net)>, "Adam Miller" <[adam.miller@lacity.org](mailto:adam.miller@lacity.org)>, "Aram Taslagyan" <[aram.taslagyan@lacity.org](mailto:aram.taslagyan@lacity.org)>

Subject: RE: LFIA

Hi Chris

Thanks for the invitation to come speak to the LFIA board about the Vermont Triangle which I was looking forward to do.

Unfortunately, I have a schedule conflict and already committed to another event on Tuesday evening.

I suggest you keep the Vermont Triangle on your agenda and spend the time discussing answering this question:

What would the LFIA like to see happen at the Vermont Triangle?

Chris, you have attended many of the EHLFHC meetings and have heard the issues the community has had with the Triangle and there is no simple answer or solution.

What is clear is.... The community is looking for some action to happen.

Contrary to what many people in the community believe and what is being reported on Social Media... The EHBID has NOT taken any position on any plan for the Vermont Triangle Median and will not do so until outreach with the following organizations has been completed.

Here is a summary of the Outreach so far:

EHBID – Vermont Triangle Outreach Committee formed. No position on Triangle until outreach on Triangle has been completed.

LFBID – I meet with their board last week and they would like to see immediate action. A member of the audience suggested large planters be placed or installed in the horseshoe walkway along the western retaining wall, leaving a 5 foot ADA walkway between the new large planters and the Eastern Retaining wall. The LFBID board liked the planter idea and liked the idea to see a new pedestrian crosswalk installed with flashers across Hollywood Boulevard at the STOP sign at the end of Prospect Street. The new crosswalk would enable easier access for the community (especially senior pedestrians) from the north end of Vermont to access the Barnsdall Shopping Plaza and the RITE AID Pharmacy.

Personally, I believe the planter idea is a good one and it will probably solve most of the issues surrounding encampments – It's immediate and not that costly compared to other ideas.

There were also about 4-5 different fencing ideas from the board members (from various type of construction fences to permanent fences with gates) , but I did not hear a consensus on a single type of fence.

For a longer term plan – they wish for me to work with an artist, who was at the board meeting, to come up with an artistic plan. I said I would meet with the Artist (Christoff) and we have a meeting set for September 28 in my office.

LFIA – Working on a position.

EHLFHC – Their idea is to make the Triangle 100% landscaped which would involve removing 4 crosswalks and adding 2 diagonal crosswalks and one crosswalk across Hollywood Blvd at the STOP sign at Prospect Ave ( Similar to the crosswalk requested by the LFBID )

This idea is the one the press picked up and there is a lot of comments on Social media. Feelings and comments from the community are controversial and mixed.

This idea would take a lot more time to implement than the LFBID idea and would be more costly.

LFNC – I met with their transportation committee which had stakeholder participants. They focused mainly on the EHLFHC idea and were opposed to removing crosswalks.

When I asked for what they wanted to see happen at the Triangle – their only idea was to close off Prospect Ave between the Triangle and the Bank of America create an expanded parklet. I informed them that the EHBID boundary ends at the northern edge of the Triangle Media and therefor the EHBID would not have the ability to make or manage or spend any money on a Prospect Avenue Parklet. This idea is outside the scope of the EHBID management district plan.

I also met with the LFNC board this Tuesday and they moved to write a letter to CM David Ryu to oppose removing crosswalks surrounding the Triangle. I heard no ideas to improve the triangle from the LFNC board.

EHNC – I am on the EHNC board which has not taken a formal position yet. There was discussion on an idea at the board meeting last Monday about installing the new Metro Bike Share racks on the Triangle horseshoe.

They asked me to look into the timing of when Metro will be installing the Metro Bike Share program in Hollywood. I said I would follow up with this Bike Share program idea as well.

This idea is a very good idea too... but my guess is it would take more than a year to implement.

CD4 – There was a conference call today with Julia Duncan, Planning Deputy, where I explained the same summary as above. She believes the planter idea is a good one as well and asked me to prepare a written plan for it with pictures, which I will do.

CD13- No position yet.

So, there you have it. The EHBID is still open to ideas on the triangle and wishes to hear any ideas the LFIA may have.

If you have any questions, please do not hesitate to contact me. My mobile is 323-208-2267.

Vaya con Dios,

Jeff Zarrinam, C.H.A.  
President & CEO

[Hollywood Hotel - Logo for Email Signature]<<http://www.hollywoodhotel.net/>>

1160 North Vermont Avenue, Hollywood, CA 90029

[Description: Description: cid:image004.jpg@01CBD9BF.1067CC50]

323-315-1831

[Description: Description: cid:image006.png@01CBD9BF.1067CC50]

323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

[Description: Description: cid:image001.gif@01CBD9BF.1067CC50]

jeff@hollywoodhotel.net<<mailto:jeff@hollywoodhotel.net>>

Web [www.hollywoodhotel.net](http://www.hollywoodhotel.net)

[Social Media Signature Block - Facebook]<<http://www.facebook.com/thehollywoodhotel>> [Social Media Signature

Block - Twitter] <<http://www.twitter.com/hollywoodhotel1>> [Social Media Signature Block - YouTube]

<<http://www.youtube.com/thehollywoodhotel>> [Social Media Signature Block -Pinterest]

<<https://www.pinterest.com/hollywoodhotel>> [Social Media Signature Block - Google Plus]

<<https://plus.google.com/+HollywoodHotelLosAngeles>> [Social Media Signature Block - Flickr]

<<https://www.flickr.com/photos/hollywoodhotel/page3>> [Social Media Signature Block - FourSquare]

<<https://foursquare.com/v/hollywood-hotel-4bc44962dce4eee16912729d>> [Social Media Signature Block -

Instagram] <<https://www.instagram.com/hollywoodhotel/>> [Social Media Signature Block - Other]

<<https://www.instagram.com/hollywoodhotelevents/>> [Social Media Signature Block - Tripadvisor]

<[https://www.tripadvisor.com/Hotel\\_Review-g32655-d77237-Reviews-Hollywood\\_Hotel-](https://www.tripadvisor.com/Hotel_Review-g32655-d77237-Reviews-Hollywood_Hotel-Los_Angeles_California.html)

[Los\\_Angeles\\_California.html](https://www.tripadvisor.com/Hotel_Review-g32655-d77237-Reviews-Hollywood_Hotel-Los_Angeles_California.html)>

[Hollywood Hotel - CoBrnd Look Book - Email Signature Block]<<http://cobrnd.com/client-hollywood-hotel/Hollywood%20Hotel%20Look%20Book/hollywood-hotel-cb-brochure-interactive.pdf>>

#### E-MAIL CONFIDENTIALITY NOTICE:

Hollywood Hotel – The Hotel of Hollywood® is a registered trademark of Chateau Celeste Inc., a California corporation, and is used under authorized license to Zarco Hotels Inc., a California corporation. All rights reserved worldwide. The contents of this e-mail message and any attachments are intended solely for the addressee(s) and may contain confidential and/or legally privileged information. If you are not the intended recipient of this message or if this message has been addressed to you in error, please immediately alert the sender by reply e-mail and then delete this message and any attachments. If you are not the intended recipient, you are notified that any use, dissemination, distribution, copying, or storage of this message or any attachment is strictly prohibited. Please consider the environment before printing this e-mail.

-----Original Message-----

From: Chris Laib [<mailto:chris@chrislaib.com>]

Sent: Friday, September 23, 2016 8:04 AM

To: Jeff Zarrinam

Cc: Nyla Arslanian; Standolyn Robertson; Marta Alcumbrac

Subject: LFIA

Hi Jeff

Nyla asked me to invite you to be a guest speaker at the Sept board meeting of the Los Feliz Improvement Association; our board wants to take a position on the Vermont Triangle.

We meet this coming Tuesday at the Griffith Park Adult Community Center on Riverside Dr, next to Friendship Hall. We start at 7pm and we'll have you out of there by 7:30. Possible? Chris

Sent from my iPhone